



一帶一路總商會

Belt & Road General Chamber of Commerce

香江連世界：
100個
香港一帶一路故事

向「一帶一路高峰論壇」十周年獻禮

香江連世界：100個香港一帶一路故事

Connecting the World from Hong Kong:
100 Belt and Road Stories



Dee Poon

Member of the Board, and President of Brands &
Retailing of Tessellation Group

(聲白集團董事局成員兼品牌及零售總裁 潘楚穎)

" We believe that by Defining the Status Quo for Tomorrow, we can
contribute to a more interconnected global landscape, where
cooperation and shared growth lead to a resilient future. "

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Connecting the World from Hong Kong: 100 Belt and Road Stories

Defining the Status Quo for Tomorrow:

How Hong Kong-ASEAN Synergy Promotes

Transformative and Sustainable Growth

The convergence of Hong Kong's financial strengths and ASEAN's dynamic growth presents an unprecedented opportunity in the Belt and Road narrative. As traditional trade routes evolve into digital highways, this partnership is reshaping the future of global commerce and cultural exchange.

Hong Kong's role transcends its traditional identity as a global trade and financial powerhouse. Its mature legal framework, free-market economy, and sophisticated service sector serve as a blueprint for emerging economies, while creating an optimal environment for investment and innovation. The city's strategic proximity to Mainland China and the broader Asian region further consolidates its role as a pivotal hub that bridges countries and markets. This unique ecosystem nurtures groundbreaking collaborations – from fintech startups to sustainable manufacturing initiatives – that address tomorrow's challenges today.

The city's evolution into a "super connector, value adder and industry chain service centre" represents more than geographical advantage; it



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exemplifies the transformation of modern trade relationships and collaboration across regions. Among these regions, ASEAN, as one of the world's most dynamic areas, creates unprecedented synergies with Hong Kong, representing a transformative force in the Belt and Road Initiative. From empowering ASEAN manufacturers' scaling in global markets, accelerating infrastructure projects in the region through sophisticated financial instruments, to enabling Southeast Asian tech innovators to tap into the world's largest consumer market, Hong Kong's capabilities turn regional advantages into global opportunities, creating a multiplier effect that amplifies the Belt and Road Initiative's impact across Asia and beyond.

Hong Kong enterprises must embrace their pivotal role as strategic architects in the Belt and Road Initiative, leveraging the city's institutional strengths to unlock ASEAN's dynamic potential. This mandate extends beyond simple regional participation - it calls for pioneering sustainable development models that create ripple effects of prosperity across the Belt and Road landscape.

At Tessellation Group, this philosophy is embedded in our vision of "Defining the Status Quo for Tomorrow," which propels us beyond traditional business boundaries. Our strategy is built on four interconnected pillars - people, innovation, sustainability, and excellence - each carefully calibrated to drive transformative and sustainable growth. This unique positioning enables us to translate cross-border opportunities into tangible impact, setting new

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benchmarks for how businesses can drive both economic value and social progress in the Asian century.



▲ HKSAR Chief Executive Mr. John Lee and the delegation visited the operations in Vietnam.

Recently, we collaborated with Hong Kong Trade Development Council (HKTDC) and Hong Kong Business Association Vietnam (HKBAV) to highlight the vibrant opportunities in Vietnam. This esteemed partnership welcomed HKSAR Chief Executive Mr. John Lee and a delegation from Hong Kong during a visit to one of our operations near Ho Chi Minh City, part of a broader tour encompassing three ASEAN member states. This visit exemplifies our commitment to

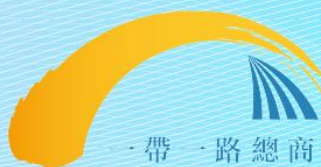
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strengthening ties and exploring mutual opportunities beneficial to both regions.

As Hong Kong enterprises expand their footprint across ASEAN, championing a development model that promotes transformative and sustainable growth requires focuses on individuals, planet and ecosystems. This approach requires reimagining traditional business metrics to encompass broader indicators of sustainable value creation - from carbon footprint reduction, water and waste management to community empowerment and long-term economic resilience.

Our "people-first" approach demonstrates how Hong Kong enterprises can forge meaningful connections within ASEAN markets, particularly in Vietnam. By cultivating an inclusive, collaborative workplace culture, we create lasting partnerships and strengthen business relationships between Hong Kong and Vietnam. Tessellation's commitment to maintain a nearly 100% local workforce reflects more than just employment statistics - it represents our investment in the communities where we operate, developing deep local market insights into the cultural and economic dynamics that shape the region. This commitment to people and community empowerment is further exemplified by our dedication to gender diversity, with women comprising 52% of our local management. We also actively engage in people and community development initiatives, including partnerships with educational institutions to provide

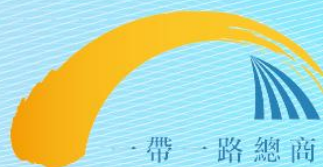


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upskilling opportunities, community building, and more, which support both financial growth and well-being among our employees.

These focused investments in human capital create a self-reinforcing ecosystem where business success and community development become intrinsically linked. It also reinforces the belief that strong business relationships are built on trust, respect, and shared values, as supported by the vision of Belt and Road Initiative. Our commitment to transformative and sustainable growth also manifests through our actions and solutions that redefine industry standards. By integrating lean manufacturing and automation with advanced digital platforms, we optimise operations and significantly improve efficiency and human potentials. Our green technologies, such as waterless dyeing processes, water treatment facilities and energy-efficient systems, enhance our production capabilities while minimising our environmental impact.



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These strategic investments in sustainable facilities and cross-border partnerships reflect our dedication to creating a responsible and forward-thinking industry, ensuring that we not only meet the demands of the market but also contribute positively to the planet. DETERMINANT, our very own Hong Kong-born retail brand, embodies this philosophy, offering modern menswear for those who lead with purpose. Its expansion into Singapore and Vietnam, with further market exploration planned, positions it as a platform to engage directly with ASEAN consumers who share the same values.

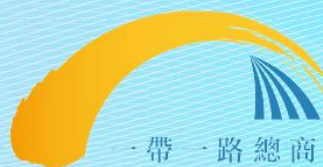


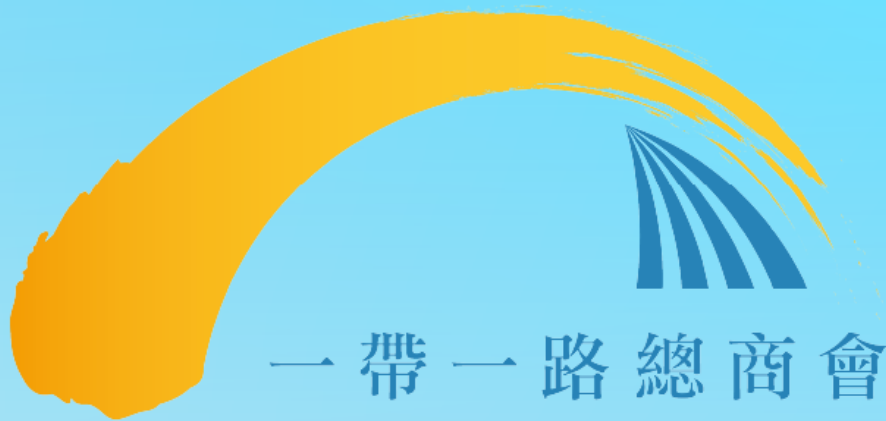
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The Belt and Road Initiative's vision resonates perfectly with ours to redefine business success through transformative and sustainable growth. By fostering infrastructure connectivity and economic collaboration, it inspires us to reconceptualize traditional approaches and engage in innovative business practises.

As we navigate the opportunities presented by the Belt and Road Initiative, we remain steadfast in our commitment to aligning our strategies with a forward-thinking approach that emphasises people, innovation, sustainability and excellence. We believe that by Defining the Status Quo for Tomorrow, we can contribute to a more interconnected global landscape, where cooperation and shared growth lead to a resilient future. *(End)*





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